

Invoice	652372
Inv Date	11/25/2012
Terms	Net 30
Contract	323793
Bill Type	Standard
Period	10/29/2012 - 11/25/2012

**New Media Firm (The)**  
**1322 G Street SE**  
**Washington, DC 20003**

AgM


CO-OP/Order Type	No/Normal
Package	
Gen. Date	11/27/2012 1:41:56PM

DEF JUST FROM POLITI  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

## Orlando (WFTV)

# OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	10:00:00AM-11:00:00AM	Day,F-1	11/02/12 10:14AM (Fr)	00:30	TV104X12212H	\$550.00	
4.0	Spot	11:35:00PM-12:05:00AM	Day,F-1	11/02/12 12:00AM (Fr)	00:30	TV104X12212H	\$1000.00	
12.0	Spot	6:00:00PM- 7:00:00PM	Day,F-1	11/02/12 6:12PM (Fr)	00:30	TV104X12212H	\$3200.00	
14.0	Spot	9:00:00AM-10:00:00AM	Day,F-1	11/02/12 9:42AM (Fr)	00:30	TV104X12212H	\$600.00	
15.0	Spot	10:00:00AM-11:00:00AM	Day,M-1	11/05/12 10:24AM (Mo)	00:30	TV104X12212H	\$550.00	
18.0	Spot	11:35:00PM-12:05:00AM	Day,M-1	11/05/12 11:52PM (Mo)	00:30	TV104X12212H	\$1000.00	
19.0	Spot	11:00:00AM-12:00:00PM	Day,M-1	11/05/12 11:59AM (Mo)	00:30	TV104X12212H	\$1000.00	
20.0	Spot	12:00:00PM- 1:00:00PM	Day,M-1	11/05/12 12:21PM (Mo)	00:30	TV104X12212H	\$1000.00	
26.0	Spot	6:00:00PM- 7:00:00PM	Day,M-1	11/05/12 6:13PM (Mo)	00:30	TV104X12212H	\$3200.00	
29.0	Spot	9:00:00AM-10:00:00AM	Day,M-1	11/05/12 9:24AM (Mo)	00:30	TV104X12212H	\$600.00	
32.0	Spot	6:00:00AM- 9:00:00AM	Day,Sa-1	11/03/12 6:28AM (Sa)	00:30	TV104X12212H	\$1200.00	
33.0	Spot	7:00:00PM- 8:00:00PM	Day,Sa-1	11/03/12 7:29PM (Sa)	00:30	TV104X12212H	\$1200.00	
37.1	Spot	6:00:00PM- 7:00:00PM	Day,Su-1	11/04/12 6:58PM (Su)	00:30	TV104X12212H	\$2000.00	
38.0	Spot	6:00:00AM- 9:00:00AM	Day,Su-1	11/04/12 6:22AM (Su)	00:30	TV104X12212H	\$1100.00	
39.0	Spot	10:00:00AM-11:00:00AM	Day,Th-1	11/01/12 10:29AM (Th)	00:30	TV104X12212H	\$550.00	
41.0	Spot	11:35:00PM-12:05:00AM	Day,Th-1	11/01/12 11:55PM (Th)	00:30	TV104X12212H	\$1000.00	
42.0	Spot	11:00:00AM-12:00:00PM	Day,Th-1	11/01/12 10:59AM (Th)	00:30	TV104X12212H	\$1000.00	
43.0	Spot	12:10:00AM- 1:05:00AM	Day,Th-1	11/01/12 1:00AM (Th)	00:30	TV104X12212H	\$450.00	
44.0	Spot	12:00:00PM- 1:00:00PM	Day,Th-1	11/01/12 12:20PM (Th)	00:30	TV104X12212H	\$1000.00	
50.0	Spot	6:00:00PM- 7:00:00PM	Day,Th-1	11/01/12 6:12PM (Th)	00:30	TV104X12212H	\$3200.00	
51.0	Spot	7:00:00PM- 7:30:00PM	Day,Th-1	11/01/12 6:59PM (Th)	00:30	TV104X12212H	\$3600.00	
53.0	Spot	9:00:00AM-10:00:00AM	Day,Th-1	11/01/12 9:36AM (Th)	00:30	TV104X12212H	\$600.00	
54.0	Spot	10:00:00AM-11:00:00AM	Day,Tu-1	10/30/12 10:46AM (Tu)	00:30	TV104X12212H	\$550.00	
58.0	Spot	12:10:00AM- 1:05:00AM	Day,Tu-1	10/30/12 12:47AM (Tu)	00:30	TV104X12212H	\$450.00	
59.0	Spot	12:00:00PM- 1:00:00PM	Day,Tu-1	10/30/12 12:49PM (Tu)	00:30	TV104X12212H	\$1000.00	
65.0	Spot	6:00:00PM- 7:00:00PM	Day,Tu-1	10/30/12 6:24PM (Tu)	00:30	TV104X12212H	\$3200.00	
66.0	Spot	7:00:00PM- 7:30:00PM	Day,Tu-1	10/30/12 7:06PM (Tu)	00:30	TV104X12212H	\$3600.00	
68.0	Spot	9:00:00AM-10:00:00AM	Day,Tu-1	10/30/12 9:30AM (Tu)	00:30	TV104X12212H	\$600.00	
69.0	Spot	10:00:00AM-11:00:00AM	Day,W-1	10/31/12 10:17AM (We)	00:30	TV104X12212H	\$550.00	
73.0	Spot	12:00:00PM- 1:00:00PM	Day,W-1	10/31/12 12:53PM (We)	00:30	TV104X12212H	\$1000.00	
79.0	Spot	6:00:00PM- 7:00:00PM	Day,W-1	10/31/12 6:12PM (We)	00:30	TV104X12212H	\$3200.00	
81.0	Spot	9:00:00AM-10:00:00AM	Day,W-1	10/31/12 9:34AM (We)	00:30	TV104X12212H	\$600.00	
84.0	Spot	9:00:00AM-11:00:00AM	Per week (1),Tu	10/30/12 10:23AM (Tu)	00:30	TV104X12212H	\$600.00	M/G For 31.0.1
85.0	Spot	11:35:00PM-12:05:00AM	Per week (1),Fr	11/02/12 11:49PM (Fr)	00:30	TV104X12212H	\$1000.00	
86.0	Spot	6:00:00AM- 9:00:00AM	Per week (1),Su	11/04/12 7:29AM (Su)	00:30	TV104X12212H	\$2000.00	
87.0	Spot	6:00:00PM- 7:00:00PM	Per week (1),Su	11/04/12 6:42PM (Su)	00:30	TV104X12212H	\$2600.00	
88.0	Spot	12:00:00PM- 1:00:00PM	Per week (1),Su	11/04/12 12:35PM (Su)	00:30	TV104X12212H	\$1000.00	
89.0	Spot	11:30:00PM-12:00:00AM	Day,Su-1	11/04/12 12:00AM (Su)	00:30	TV104X12212H	\$1100.00	
90.0	Spot	6:00:00AM- 9:00:00AM	Per week (1),Su	11/04/12 6:55AM (Su)	00:30	TV104X12212H	\$2500.00	



WFTV-TV

P.O. Box 863324

Orlando, FL 32886-3324

ph: (407) 841-9000

fx: (407) 841-8259

Advertiser

Agency/T-Code

Buyer

Salesperson

Product

Brand

Acct Types

Est/Headline

Demo

Revision

Comments

Pol/Iss/Defend Justice From Politi(16711)

New Media Firm (The) (2357)/037123660

PLACEMENT,MEDIA

Telerep/Washington DC, Washington DC (1040)

ph: (555) 555-5555

Political - Issue (1068)

DEFEND JUSTICE FROM POLITICS (133664)

National/Political

1547/06249648

DEF JUST FROM POLITI

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Orlando (WFTV)

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Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$55,150.00	Total Spots	39
Commission	(\$8,272.50)		
Net Total	\$46,877.50		

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.